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## K. W. Hinks, OSS aide, ad firm executive, dies

Services for Kennett Webb Hinks, a retired advertising agency executive and former high-ranking member of a World War II intelligence agency, will be held at 11 a.m. tomorrow at St. Paul's Church in Ivy, Va.

Mr. Hinks, a Cockeysville resident for the last three years, died Thursday of heart failure at Johns Hopkins Hospital. He was 85.

In 1952, Mr. Hinks was elected a director of the Canadian office of the J. Walter Thompson advertising agency. He was appointed to the firm's executive committee three years later, and was named a senior vice president in 1961.

He began his career with Thompson in 1921 as director of research in the agency's Chicago office. In 1925, he was appointed Pacific coast manager of the newly opened San Francisco office. In 1929, the company sent him to Europe to manage its Berlin office. For the next three years, he also supervised the Vienna and Warsaw offices.

He returned to the United States in 1932 as an account representative in the Chicago office. Four years later, he became a company vice president.

During part of World War II, Mr. Hinks was chief of the psychological warfare staff of the Office of Strategic Services, the forerunner of the Central Intelligence Agency. He was also a chief of the OSS planning staff.

The OSS was set up by President Franklin D. Roosevelt to carry out espionage, sabotage and intelligence activities behind enemy lines.

In 1946, Mr. Hinks rejoined Thompson as an account executive in its New York office. He held that position until he was elected a director

of the agency's Canadian office.

He was a director of the Advertising Council and a former director of the American Association of Advertising Agencies.

After retiring from Thompson in 1964, Mr. Hinks headed a number of organizations.

He was a director of the Youth Consultation Service, the Manhattan-Westchester Division of Christians and Jews, and the Association for the Aid of Crippled Children.

Mr. Hinks was a commander in the Order of St. John in Jerusalem, an honorary trustee of the National Planning Association, a director of *Episcopalian* magazine, a national vice president of the English Speaking Union, and a director of the Martha Jefferson House in Charlottesville, Va.

He was also a consultant to the Foreign Agriculture Service and the U.S. delegation to the International Institute for Cotton.

Among his numerous club affiliations were the Maryland Club, the Hamilton Street Club; the Metropolitan Club in Washington; the University Club and the Church Club, both in New York City, and the Farmington Club in Charlottesville.

Mr. Hinks graduated Phi Beta Kappa from the University of Minnesota in 1920. He took some graduate courses in law and economics and taught economics at the University of Minnesota before joining Thompson.

Mr. Hinks's wife, the former Elizabeth Porter Dial, died in 1946. He is survived by a daughter, Diana Dial Ziener, of Chevy Chase; a son, Nathaniel Victor Dial, of Paris, and four grandchildren.